



THE VEGANUARY BUSINESS SUPPORT TOOLKIT

HOW TO GET INVOLVED IN VEGANUARY 2022

**DOWNLOAD
THE OFFICIAL
VEGANUARY 2022
ASSETS AND LOGO
TO USE IN YOUR
MARKETING
MATERIALS HERE!**

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**PLEASE TAKE
A QUICK LOOK
AT OUR BRAND
GUIDELINES**



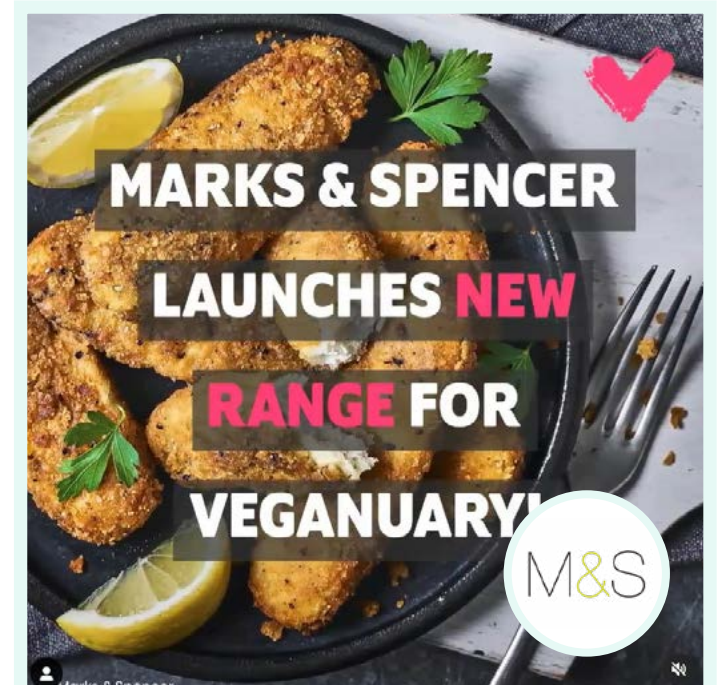
"Order volume from vegan restaurants was up 146% and vegan options from vegan-friendly restaurants up 114% year-on-year, while new customers purchasing vegan were up 163% year-on-year."



"Demand for Co-op's GRO Incredible Burger surged in Veganuary 2021, with sales doubling year-on-year"



"Squeaky Bean® sales were up 222% in Veganuary 2021 versus Veganuary 2020"



"You won't have missed the New York Style Pretzel Roll which has taken social media by storm this Veganuary, and has been our best-selling vegan sandwich ever, selling one every 30 seconds!"

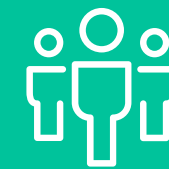
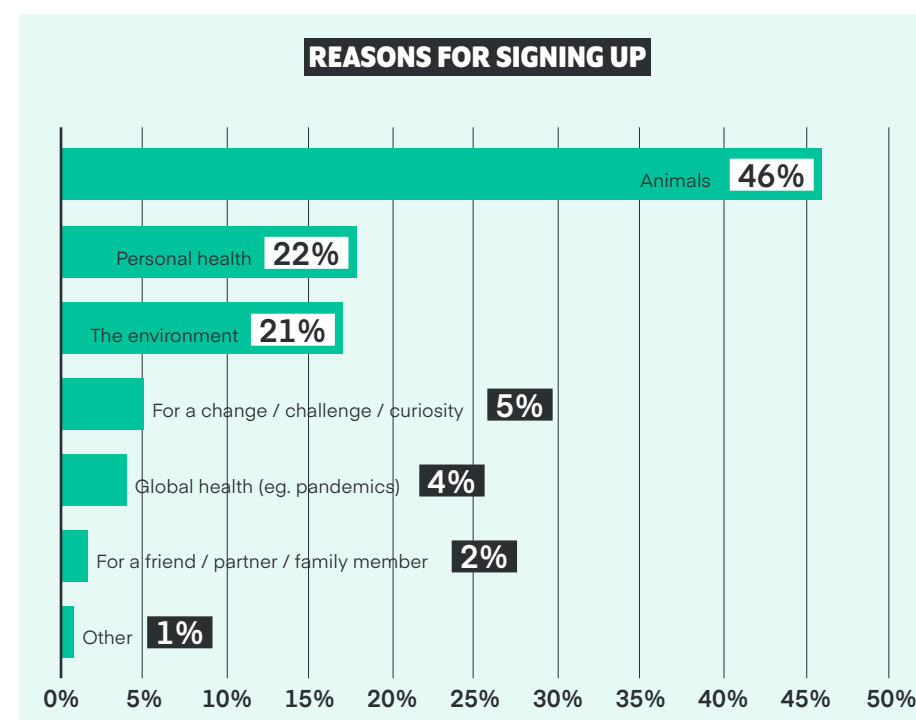
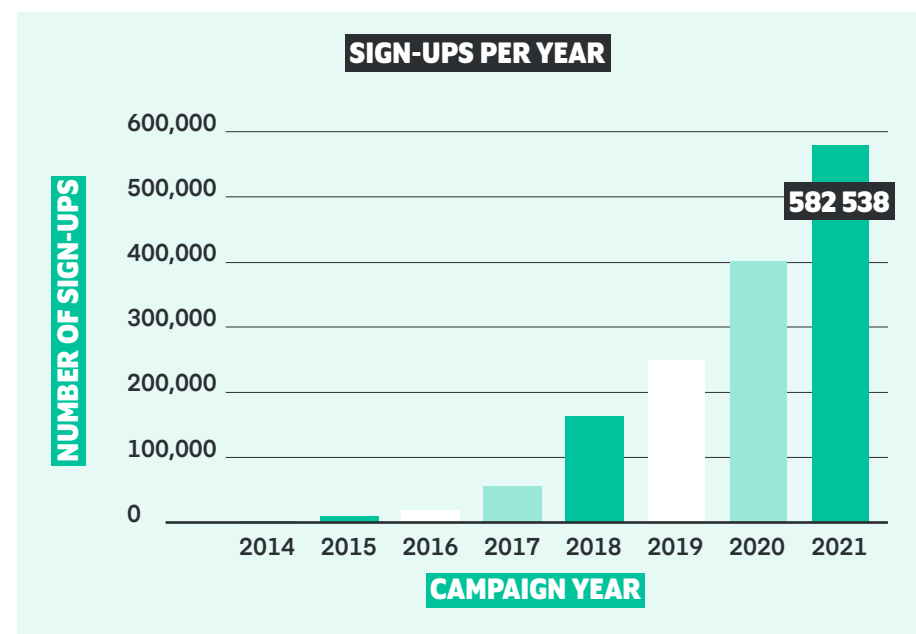
ABOUT VEGANUARY

Our mission is to inspire and support people to try vegan. Millions of people from around the world have taken part in Veganuary since we launched in 2014. Our 2021 campaign had **a record sign-up number of over 580,000 participants**. Kantar research shows that around **10 times as many people** usually take part in Veganuary than officially sign-up through our website, which means **over 5 million people gave vegan eating a try!**

Veganuary is a great **free marketing tool** that helps brands, retailers and restaurants launch and promote their vegan products during January. Our aim is to connect veg-curious consumers generated by our pledge campaign to brands that can provide the plant-based options they are looking for during January and beyond.

During our 2021 campaign thousands of businesses participated with **over 570 new vegan product launches and over 260 vegan options added to restaurant menus**, with many businesses reporting a significant increase in sales and customer engagement throughout the month.

In addition to driving large-scale change in the UK, we also run **targeted campaigns in the US, Germany and Latin America**, as well as working with partners in several other countries to create a global campaign. The heart of our campaign is our 31-day vegan pledge, where participants receive daily emails providing all the resources and advice they need to make the transition to a plant-based diet.



580,000

Over 580,000 people participated in 2021



1500

Our 2021 campaign featured in more than 1500 media stories



825

More than 825 new vegan products and menu items were launched for Veganuary 2021



98%

98% would recommend Veganuary to a friend



209

People from 209 countries and territories took part

THE IMPACT OF VEGANUARY

MORE THAN **ONE MILLION PEOPLE HAVE ALREADY COMPLETED VEGANUARY'S ONE-MONTH CHALLENGE SINCE IT BEGAN IN 2014. WHAT IMPACT HAVE THEY HAD?**

Statistics compiled by Dr Helen Harwatt from Harvard University's Animal Law and Policy program*



6.2 MILLION LITRES OF WATER SAVED

the same as flushing the toilet almost half a million times



103,840 TONNES OF CO²EQ SAVED

equivalent to driving around the world almost 15,000 times

405 TONNES OF PO₄3-EQ (EUTROPHICATION) SAVED

the same as 1,645 tonnes of sewage spared from waterways



ALSO SPARED THE LIVES OF 3.4 MILLION ANIMALS**

****according to The Vegan Society's calculator**



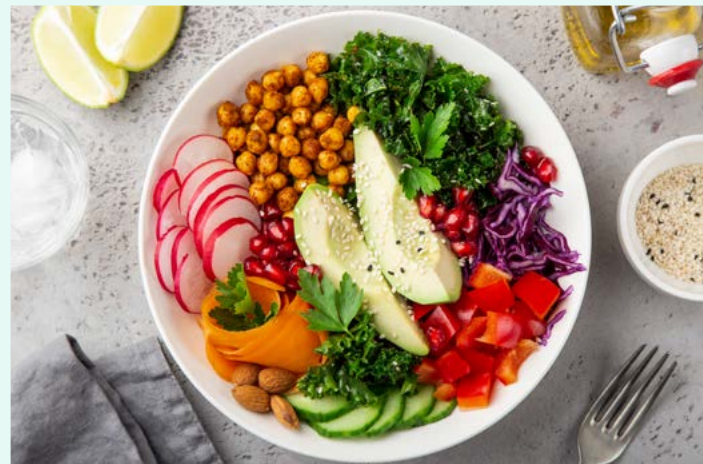
*Based on calculations extrapolated from Poore & Nemecek (2018) Science
<http://science.sciencemag.org/content/360/6392/987/>

THE 2021 CAMPAIGN IN NUMBERS



582,000 PARTICIPANTS

More than 580,000 people from 209 countries took part in Veganuary 2021 by signing-up to give vegan a try. Knowing that around 10 times as many people usually take part in Veganuary than officially sign-up through our website, that means over 5 million people gave vegan eating a go!



75% REDUCING ANIMAL PRODUCTS

75% of those not staying vegan are reducing by 50% or more



93% LIKELY TO TRY VEGAN AGAIN

93% of those participants who aren't committing to stay vegan after Veganuary said they were 'somewhat likely', 'very likely' or 'extremely likely' to try veganism again in the future, showing plant based demand remains on an upward trajectory

98% WOULD RECOMMEND

Veganuary is enjoyable. 98% of participants surveyed in 2020 said they would recommend Veganuary to others

50% SAW HEALTH IMPROVEMENTS

Half of the respondents saw some improvements to their overall health, including improvements to their energy levels, mood, skin appearance and body weight

40% STAYING VEGAN

40% of Veganuary participants plan to stay vegan

46% SAID ANIMALS WAS THEIR MAIN MOTIVATION FOR SIGNING UP

Reasons for taking part in 2021:
46% Animals, 22% Health, 21% Environment



1500 MEDIA STORIES

We were featured in mainstream media every single day during the main campaign period and many of the most renowned media in the world covered our stories, such as The Guardian and The Independent.

WHY YOU SHOULD GET INVOLVED

**FIND MORE
STATS ON THE
VEGAN MARKET
HERE.**

PLANT-BASED FOOD CATEGORY WORTH £1.2 BILLION

Plant-based dairy grew from £300m in 2017 to £608m in 2021, while plant-based meat alternatives grew from £308m in 2017 to £616m in 2021

Source: Kantar

1 IN 5 UK HOUSEHOLDS HAVE AT LEAST ONE MEMBER FOLLOWING A MEAT AVOIDANCE / REDUCTION DIET

Source: Kantar

UNTAPPED VEGAN SECTORS WORTH £130 MILLION

Including cheese, chilled desserts, fresh cream and yoghurt drinks

Source: Kantar

6.6 MILLION HOUSEHOLDS BUYING VEGAN AFTER VEGANUARY

Vegan-specific ranges were bought by 6.6 million households in Feb 2021 as Veganuary helped sales of those products grow by 23% compared to the same period in 2020

Source: The Grocer



MEAT-FREE MARKET IN SUPERMARKETS WORTH £527.1 MILLION

Meat-free market in UK supermarkets is worth £527.1 million, with The Vegan Society forecasting the global market to be worth £5.2 billion by 2025.

Source: Nielson/The Grocer

1 IN 20 BRITS ATTEMPTED TO GO VEGAN IN JANUARY

YouGov data shows that one in twenty Britons (5%) attempted to go vegan in January 2021, while another 3% already have a plant-based diet. Among 18-24 year olds, 6% are already vegan, while a further 8% participated in the challenge.

Source: YouGov

22% OF BRITS ARE EXPERIMENTING WITH MEATLESS OR MEAT-LIGHT DIETS

Veganuary helps brands boost public perception and reach new customer bases. Vegans make up a small percentage of the population, but they are part of a wider group experimenting with meatless or meat-light diets that accounts for over a fifth of Britons (22%), including vegetarians (5%), pescatarians (3%) and flexitarians (13%). About a third of the public (34%) also agree that they would like to reduce their meat and dairy consumption.

Source: YouGov

VEGANUARY 2021 CORPORATE HIGHLIGHTS

OVER 572
NEW VEGAN
PRODUCTS
WERE
LAUNCHED

OVER 261
NEW VEGAN
OPTIONS ADDED
TO RESTAURANT
MENUS IN
VEGANUARY
2021

See our full round-up of Veganuary corporate highlights by watching our end of campaign video [here](#).



Demand for plant-based foods soared by over 35% in Jan 2021 with over 700,000 shoppers purchasing Plant Chef or Wicked Kitchen, an 81% increase YOY



The Meatless Meatball Hot Wrap was the first new product to become a top 5 bestseller in launch week in Pret's history



Sales increased by 20% in January YOY, Cauldron's Instagram engagement was up 12 times, their YouTube received over 7m views and there was a 41% uplift in visits to Cauldron's website



16.5% of sales in January were from their vegan and plant-based products, versus just 6.5% of sales last year



Vegan orders increased by 17% as a result of their Veganuary campaign

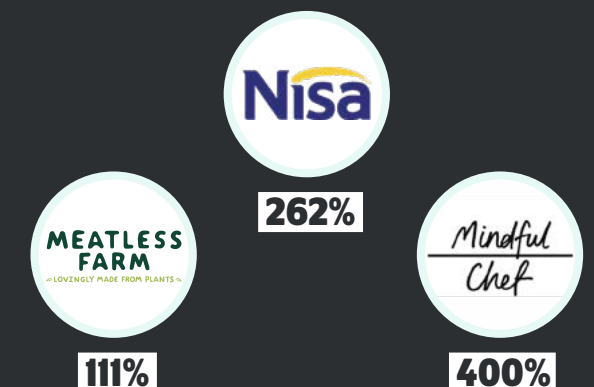


Weekly sales of Violife's Cocospread more than doubled (+134%) in Veganuary 2021 vs sales in 2020



Online searches for 'vegan' on asda.com increased by 175% YOY and vegan sales in January were forecast to increase +391% YOY

Many more businesses saw their year-on-year vegan sales for Jan 2021 vs 2020 grow thanks to Veganuary:



VEGANUARY'S SOCIAL AND MEDIA REACH

ONCE AGAIN VEGANUARY GRABBED GLOBAL MEDIA ATTENTION. HERE'S SOME OF THE COVERAGE WE RECEIVED IN THE UK...

Veganuary 2021: Record numbers go animal product free for January

More than half a million people have signed up to the Veganuary challenge this year amid growing interest in plant-based diets



Celebrities rooting for 'Veganuary' to combat new rise in meat sales

James Tapper

A host of musicians, actors and sports stars have joined up with businesses and environmental groups in what they hope will be a successful push to get more people to ditch meat, fish and dairy in the new year.

Friends of the Earth and Greenpeace have written an open letter, signed by celebrities including Sir Paul McCartney, Ricky Gervais, Lily Cole and Alan Cumming, calling for people to change their diet for "Veganuary" next month. "We cannot tackle climate change while we farm and eat animals on an industrial scale," the group has said.

Other signatories include Chris Packham, the environmental campaigner and TV presenter, Smiths guitarist Johnny Marr, cricketer Jason Gillespie, businesswoman Deborah Meaden and comedians John Bishop, Sara Pascoe and Jon Richardson. Packham said there was a clear link between the climate crisis, large-scale

meat-eating and coronavirus. "This virus leapt from animals into us as Sars, Ebola and HIV did – all because we were abusing the natural environment and the animals that live there," he told the Observer. "If we don't start understanding that we are all connected implicitly to nature, and that what we eat impacts on nature, we're in deep trouble."

Veganuary's organisers hope to persuade 500,000 people to try veganism in January. Some 350,000 took part last year.

Global meat sales had begun to decline in 2019, after rising from around 71 million tonnes a year in 1963 to 340 million tonnes in 2018, according to the UN Food and Agriculture Organization. In the UK, sales of beef, lamb and pork



Sara Pascoe, Paul McCartney and Chris Packham are urging people to ditch meat.

dropped by up to 4% last Christmas, and supermarkets cater for rising numbers of "flexitarians" – those who cut back on meat. However, lockdown has fuelled a boom in meat consumption. According to researcher Kantar, sales of turkeys were up 36% on last year, and sales of red meat and poultry grew by more than 10% each month until September. The Veganuary letter sets out the environmental arguments against meat. "Animal agriculture is responsible for an estimated 14.5% of all human-generated greenhouse gas

Extras > IndyBest > Food & Drink

Veganuary: The top plant-based food launches for 2021, from Marks & Spencer to Starbucks

Are you ready to go animal-free? These tasty new options promise to get you excited for meal times



NEW PRODUCT DEVELOPMENT

All the new branded launches for Veganuary 2021

By Maddie Maynard | 5 January 2021 | 6 min read



Veganuary kicks off 2021 campaign backed by host of celebrities

Veganuary inspires up to 1.5 million Brits to try vegan or veggie diet

VEGANUARY'S REACH & FOLLOWING

- 2021 campaign featured in **MORE THAN 1500** media stories
- Jan 2021 social media reach: **224 MILLION**
- #Veganuary views: **170 MILLION** on TikTok
- English language email subscribers: **548K**
- Pinterest monthly views: **143K+**
- Facebook: **340K**
- Instagram: **388K**
- Twitter: **68K**

*as of July 2021

OFFICIAL CONSUMER SURVEY OF VEGANUARY DATABASE

Want to survey Veganuary's database to find out what they think of your products and brand or to gain valuable insights from our participants? **GET IN TOUCH** to find out more about packages available.

We advise against doing your own 'Veganuary' related surveys as a PR angle. The results often conflict with our official participant survey and are not helpful to the plant-based cause. Thanks for understanding!

Small Business Insider

Business Finance and Insurance

Top vegan trends for Veganuary 2021 and beyond

HOW TO HAVE A SUCCESSFUL VEGANUARY

SUPPORT THE CAMPAIGN

1) UTILISE THE FREE VEGANUARY ASSETS

Use Veganuary's [official logo](#) on your marketing materials including social, point of sale and on pack (check out our brand guidelines [here](#) or use our free ready-to-use Veganuary [marketing materials](#)).

2) ACTIVATE VEGANUARY AND BRING IT TO LIFE

Veganuary activation is all about collaboration between brands, restaurants and retailers to bring the campaign to life for the consumer. Connect with your commercial teams to discuss how you can collaborate.

3) TAG US ON SOCIAL AND #VEGANUARY2022

Make sure to tag us in your Veganuary posts and use the hashtag #Veganuary2022 so that our social media team have the chance to engage and repost your content.

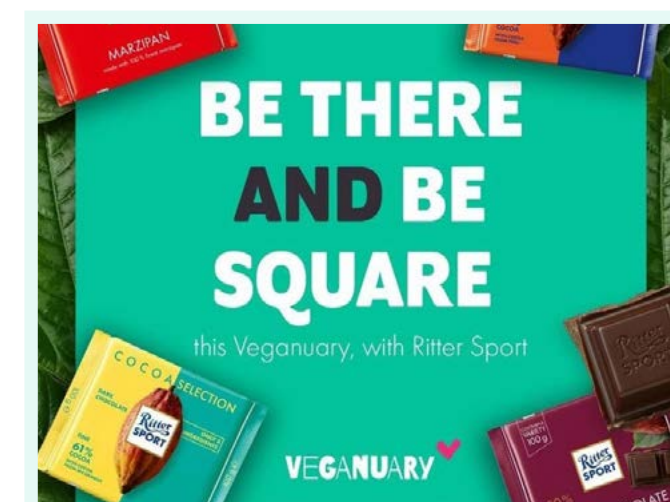


4) JOIN THE CAMPAIGN GLOBALLY!

Veganuary runs targeted campaigns in the US, Germany and Latin America, as well as working with partners in several other countries to create a global campaign. [Get in touch](#) to discuss working with us internationally.

5) TAKE ON THE VEGANUARY WORKPLACE CHALLENGE

Try vegan in your workplace and let us support your journey throughout January. As well as being a fun staff challenge, it's also a great PR opportunity. Check out the Workplace Challenge Guide [here](#).



Interested in sponsoring Veganuary? **GET IN TOUCH** to find out about the last remaining spots for 2022 and opportunities for 2023!

OPPORTUNITIES WITH VEGANUARY

LET US SUPPORT YOU

1) SHARE YOUR NEWS WITH US

[Send us](#) your press releases and images for any new launches or vegan news and our social team may share the news with our audience. Our social channels run all year long so send us your news even after January!

2) GET A QUOTE FOR YOUR PRESS RELEASE

Our Head of Marketing & Communications is available to review and provide a quote for relevant and exciting press releases to support and endorse your Veganuary activity. [Get in touch](#) for further details.

3) DEVELOP VEGANUARY SPECIAL OFFERS

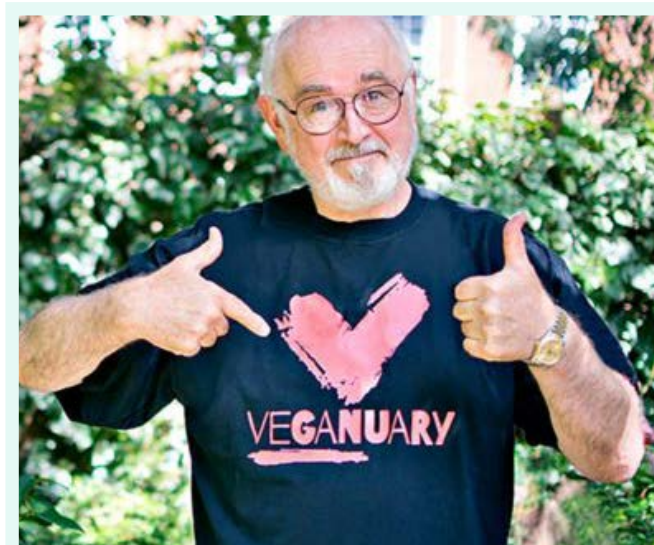
Create enticing promotions for your customers and we might share them with our audience through our Special Offers web page. [Get in touch](#) for more details.

4) JOIN VEGANUARY'S RESTAURANT GUIDE

If you're a UK high street chain eatery, send us the details of your vegan options to be added to our [Restaurant Guide](#), a resource on our website that gets millions of visitors!

5) CREATE UNIQUE AND EXCLUSIVE RECIPES FOR VEGANUARY

Participants love to utilise the recipes we share on our [website](#). If you'd like to create an exclusive recipe for our website (the recipe must not be listed anywhere else online) then [get in touch](#) to discuss.



KEY DATES & DEADLINES

6 DEC

Submit special offer details for website inclusion

8 DEC

Veganuary campaign officially launches

1 JAN

Veganuary begins!
Announce on your socials, tag us and use #Veganuary2022 on all your posts!

MARCH

Official Veganuary participant survey results published

MAR–OCT

Confirm involvement in the campaign and work with the Veganuary team to develop plans and brainstorm ideas!

6 DEC

Workplace Challenge participants to submit quotes for potential inclusion in Veganuary press release

13 DEC

Submit all press releases for major news with embargo dates detailed

END OF JAN

Initial Veganuary results published

THROUGHOUT 2022

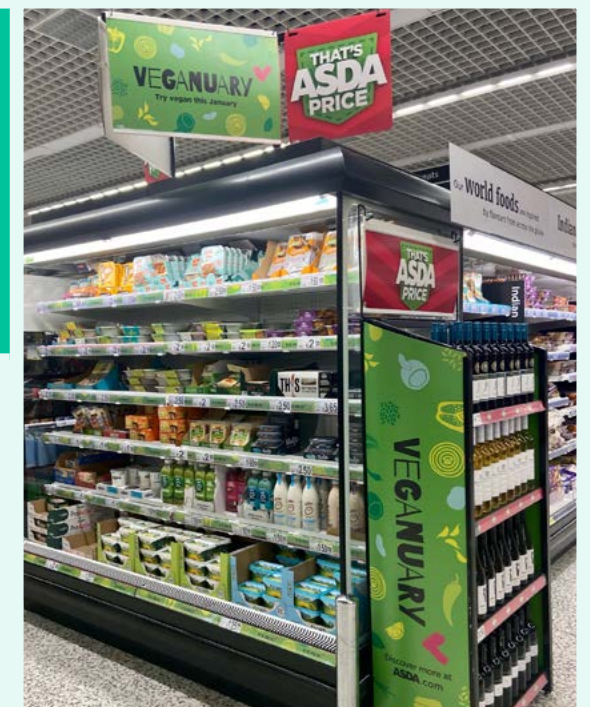
Join our mini campaigns (more on p14!)

GET INVOLVED: IN-STORE

Use the Veganuary name and [logo](#) on point of sale, on pack and in print



Launch new products & menu items



Create special offers & price promotions on your vegan range

Use our [QR code](#) on your POS to encourage your customers to sign-up to Veganuary – research shows that participants are much more likely to succeed at trying vegan with our support!

Highlight your vegan range with feature space in-store



Reach new potential customers with out of home advertising

Conduct samplings of your vegan products



Host Veganuary-themed events



GET INVOLVED: DIGITAL ACTIVITY

Tag us on social (there's a good chance we'll share your content in our stories) and use #Veganuary2022



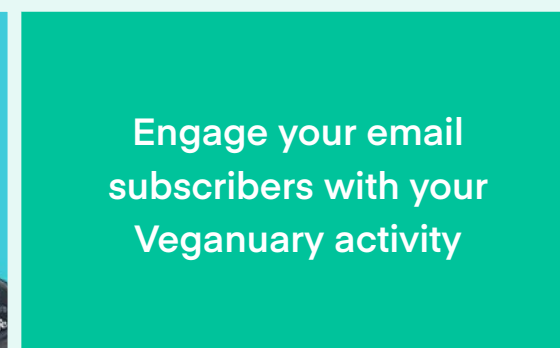
Use the Veganuary logo on your digital and social activity



Encourage your audience to sign up at veganuary.com/try-vegan/ - evidence shows they're more likely to succeed with our help and support!



Write blog content and recipes on veganism and why people should sign-up to Veganuary



Mention Veganuary in your press release and [speak to us](#) about getting a quote to include

Create Veganuary-themed web banners on your website using the [Veganuary logo](#)



Promote your vegan offering with a TV and Radio ad in January to coincide with Veganuary



GET INVOLVED: PRESS STUNTS

DO SOMETHING UNUSUAL TO ATTRACT BUZZ AND PUBLICITY AROUND YOUR VEGANUARY CAMPAIGN. HERE'S SOME INSPIRATION TO GET YOU STARTED...



ICELAND launched a foot long vegan sausage roll in collaboration with **GREGGS**



THIS launched a live call centre monitored by comedians to help people with the temptation of eating meat during Veganuary. They answered the calls with meat-based jokes, plant-based puns and animal noises, to help get them through the month of no meat with a smile on their face



PRET collaborated with Big Zuu to create a rap song for the launch of the Meatless Meatball Hot Wrap



JUSTEAT turned London's iconic Beefeaters into Leaf Eaters to deliver orders in celebration of Veganuary



COSTA made plant-based milks free in January

WHAT DOES VEGANUARY DO THE REST OF THE YEAR?

The Veganuary team works throughout the year to encourage people to try vegan, read more about our impact [here](#).
[Stay in touch](#) with our corporate team for the opportunity to engage with our audience beyond January.

548K
ENGLISH
LANGUAGE
EMAIL
SUBSCRIBERS

800K SOCIAL
FOLLOWING
ACROSS
FACEBOOK,
TWITTER AND
INSTAGRAM

558K
UK WEB
VISITORS
ANNUALLY

*as of July 2021

2022 MINI CAMPAIGN DATES:



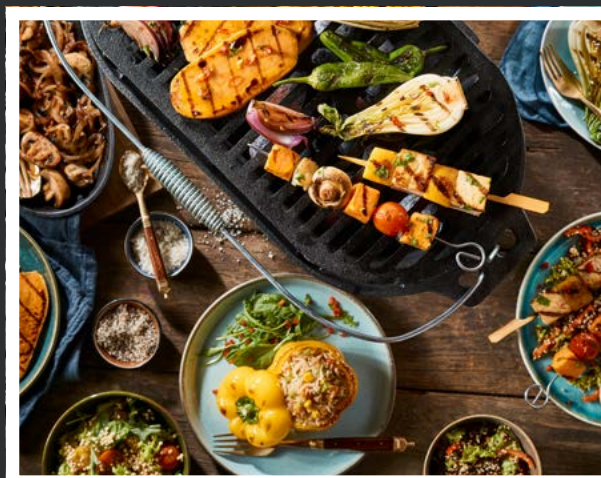
CHOOSE CHICKEN-FREE WEEK

4th – 10th April 2022



CHOOSE FISH-FREE WEEK

6th – 12th June 2022



PLANT-BASED BBQ WEEK

18th – 24th July



CHOOSE DAIRY-FREE WEEK

22nd to 28th August 2022

HOW TO GET INVOLVED THROUGHOUT THE YEAR

1) SEND US YOUR NEWS whenever you have new vegan launches or vegan news and we might share the story with our audience

2) TAKE PART IN OUR MINI CAMPAIGNS throughout the year. Get in contact to hear what opportunities we have available

3) GET PLANNING FOR THE NEXT CAMPAIGN well in advance to make sure it's the best one yet!



RECIPE: VEGAN BUTTER CHICKEN



BEER BATTERED 'SHRIMP' SKEWERS

VEGANUARY WORKPLACE CHALLENGE

The Veganuary Workplace Challenge is a 31-day pledge that encourages your workforce to give vegan a try for the month of January by [signing-up to Veganuary](#) and offers support throughout to help you succeed.

BENEFITS OF TAKING PART

- ✓ **PROMOTE HEALTH & WELLBEING AMONGST YOUR STAFF**
- ✓ **DO YOUR BIT FOR THE ENVIRONMENT**
- ✓ **CREATE A FUN CHALLENGE FOR STAFF TO TAKE PART IN**
- ✓ **TAKE ADVANTAGE OF A GREAT PR OPPORTUNITY**

**DOWNLOAD
THE VEGANUARY
WORKPLACE
CHALLENGE GUIDE
HERE TO FIND
OUT MORE!**

If your workplace takes on the challenge, we'd love to discuss PR opportunities with you — email us at

CORPORATE@VEGANUARY.COM

In January 2021, 63 companies and institutions from the UK, US and Germany got on board, supporting their workforces to eat vegan in January and in many cases leading by example with CEOs and senior leaders taking part. Here are some of the workplaces that have taken part...



AVEDA'S GLOBAL BRAND PRESIDENT BARBARA DE LAERE:

"This Veganuary, more than 1,500 people in the Aveda network transitioned to a plant-based diet as part of a celebration around our brand's recent news: 100% of our products are now 100% vegan, now and forever! Achieving this milestone alongside our participation in the Veganuary challenge has been particularly rewarding for us as a team – not to mention it has opened many eyes to the impact individual diet and lifestyle changes can have on our collective environmental footprint."



MARCO SETTEMBRI, CEO OF NESTLÉ ZONE EMENA:

"As someone who stepped up to the Veganuary challenge this year, I am happy to be part of this movement as it grows across Europe and beyond. For me, now, behind Veganuary there's a bigger picture – and one which induces long-term action. It's about really feeling the need of the consumer. That is why, this year I am promoting Veganuary across many of our categories and initiatives."

THANK YOU! LET'S MAKE IT THE BIGGEST VEGANUARY YET!

CONTACT: CORPORATE@VEGANUARY.COM



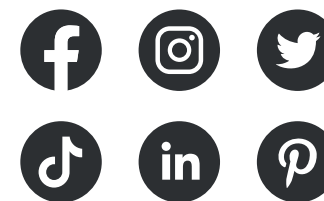
Zoe West
**SENIOR CORPORATE
ENGAGEMENT SPECIALIST, UK**



Hannah Weller
**INTERNATIONAL CORPORATE
ENGAGEMENT OFFICER**



If you are interested in vegan labelling and using the vegan trademark on your products and menus then get in touch with our friends at the Vegan Society at trademark@vegansociety.com



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Veganuary is a registered charity in England & Wales (no. 1168566).